

CLAIMS:

What is claimed is:

- 5 1. A method of providing a cost of an item to an e-commerce shopper before the shopper checks out comprising the steps of:
- calculating the cost of the item selected by the
10 shopper; the real cost of the item including price of the item, shipping cost if any and sales tax if any; and
- displaying the cost of the item.
- 15 2. The method of Claim 1 wherein the step of calculating including the step of subtracting any discount the shopper may have from the cost of the item.
- 20 3. The method of Claim 2 wherein the shopper selects an item by putting a pointing device on or near the item.
4. The method of Claim 3 wherein the step of displaying including the step of displaying a bubble within which
25 the cost is displayed.
5. The method of Claim 4 wherein the bubble is displayed above the pointing device.
- 30 6. The method of Claim 2 wherein the shopper selects an item by putting the item in a shopping cart and if the shopping cart has more than one item, the step of

calculating including the step of adding the price of all the items in the cart plus cost of shipping if any and sales tax if any minus any discount the shopper may have.

5

7. The method of Claim 6 wherein the step of calculating commences when the shopper uses a pointing device on or near the cart.

10 8. The method of Claim 7 wherein the step of displaying including the step of displaying a bubble within which the cost is displayed.

15 9. The method of Claim 8 wherein the bubble is displayed above the pointing device.

20 10. A computer program product on a computer readable medium for providing a cost of an item to an e-commerce shopper before the shopper checks out comprising:

code means for calculating the cost of the item selected by the shopper; the real cost of the item including price of the item, shipping cost if any and sales tax if any; and

25

code means for displaying the cost of the item.

30 11. The computer program product of Claim 10 wherein the calculating code means including code means for subtracting any discount the shopper may have from the cost of the item.

12. The computer program product of Claim 11 wherein the shopper selects an item by putting a pointing device on or near the item.
- 5 13. The computer program product of Claim 12 wherein the displaying code means including code means for displaying a bubble within which the cost is displayed.
- 10 14. The computer program product of Claim 13 wherein the bubble is displayed above the pointing device.
- 15 15. The computer program product of Claim 11 wherein the shopper selects an item by putting the item in a shopping cart and if the shopping cart has more than one item, the calculating code means including code means for adding the price of all the items in the cart plus cost of shipping if any and sales tax if any minus any discount the shopper may have.
- 20 16. The computer program product of Claim 15 wherein the calculating code means commences to calculate the cost when the shopper uses a pointing device on or near the cart.
- 25 17. The computer program product of Claim 16 wherein the displaying code means including code means for displaying a bubble within which the cost is displayed.
- 30 18. The computer program product of Claim 17 wherein the bubble is displayed above the pointing device.

19. An apparatus for providing a cost of an item to an e-commerce shopper before the shopper checks out comprising:

5 means for calculating the cost of the item selected by the shopper; the cost of the item including price of the item, shipping cost if any and sales tax if any; and

10 means for displaying the cost of the item.

20. The apparatus of Claim 19 wherein the calculating means including means for subtracting any discount the shopper may have from the cost of the item.

15 21. The apparatus of Claim 20 wherein the shopper selects an item by putting a pointing device on or near the item.

20 22. The apparatus of Claim 21 wherein the displaying means including means for displaying a bubble within which the cost is displayed.

25 23. The apparatus of Claim 22 wherein the bubble is displayed above the pointing device.

30 24. The apparatus of Claim 20 wherein the shopper selects an item by putting the item in a shopping cart and if the shopping cart has more than one item, the calculating means including means for adding the price of all the items in the cart plus cost of shipping if

any and sales tax if any minus any discount the shopper may have.

5 25. The apparatus of Claim 24 wherein the calculating means commences to calculate when the shopper uses a pointing device on or near the cart.

10 26. The apparatus of Claim 25 wherein the displaying means including means for displaying a bubble within which the cost is displayed.

27. The apparatus of Claim 26 wherein the bubble is displayed above the pointing device.

15 28. A computer system for providing a cost of an item to an e-commerce shopper before the shopper checks out comprising:

20 a storage device for storing code data; and

a processor for processing said code data for calculating the cost of the item selected by the shopper; the real cost of the item including price of the item, shipping cost if any and sales tax if any; 25 and displaying the cost of the item.

29. The computer system of Claim 28 wherein calculating the cost of the item includes subtracting any discount the shopper may have from the cost of the item.

30

30. The computer system of Claim 29 wherein the shopper selects an item by putting a pointing device on or near the item.
- 5 31. The computer system of Claim 30 wherein displaying the cost includes displaying a bubble within which the cost is displayed.
- 10 32. The computer system of Claim 31 wherein the bubble is displayed above the pointing device.
- 15 33. The computer system of Claim 29 wherein the shopper selects an item by putting the item in a shopping cart and if the shopping cart has more than one item, calculating the cost includes adding the price of all the items in the cart plus cost of shipping if any and sales tax if any minus any discount the shopper may have.
- 20 34. The computer system of Claim 33 wherein calculating the cost commences when the shopper uses a pointing device on or near the cart.
- 25 35. The computer system of Claim 34 wherein displaying the cost includes displaying a bubble within which the cost is displayed.
- 30 36. The computer system of Claim 35 wherein the bubble is displayed above the pointing device.